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ABSTRACT

The Women in Skilled Trades (WIST) project was developed to increase female enrollments at North Lake College (NLC) in Irving, Texas, and thereby provide women with marketable skills in building maintenance/repair and encourage their continued training in a related two-year nontraditional technical program. Of the 21 students recruited into the WIST program, 67% were single parents, 57% were members of a minority group, and 33% were recipients of Aid to Families with Dependent Children. Besides receiving training from NLC's existing college-level technical programs, participants also received a variety of support services (including child care, transportation, counseling, and career guidance) and were given the opportunity to participate in career seminars and a mentoring program. Of the 13 students completing the program in 1994-1995, 81% are either working in a trade or enrolled in technology classes at NLC. (Appendixes constituting 80% of this document include the following: project flyers/publicity materials; students' grade reports; lists of the WIST program's sponsors, advisory council members, and resource organizations; an agenda of a workshop on surviving work force restructuring; lists of speakers at a three-part career series for women; materials from/about the WIST program's graduation exercises; and reprinted articles from NAWIC [National Association of Women in Construction] Image magazine.) (MN)

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Project Number: 55160005
Project Title: Women In Skilled Trades

PY95 Final Detailed Report

August 1, 1995

Submitted to the Texas Higher Education Coordinating Board
Funded through the Carl D. Perkins Technology Act of 1990

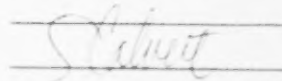
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PY95 FINAL DETAILED REPORT

Women In Skilled Trades

North Lake College

July 1, 1994 - June 30, 1995

The Women In Skilled Trades (WIST) project provides women with marketable skills in building maintenance and repair and encourages their continued training in a related two year nontraditional technical program. Students attend a 20-week training program which includes "hands-on" labs and fieldwork culminating in a 4-week internship. The curriculum includes the following components in technical training: safety, plumbing, pools, electrical, appliances, HVAC, and interior and exterior finish-out. Additionally, the program is rounded out with units in math, physical fitness, and English. Students are exposed to career options and the availability of further training in related fields through guest speakers, career seminars and forums. On completion of the course, students are qualified for an entry level position, apprenticeship, or college level technical program.

Course participants are selected from individuals with the greatest financial need; special consideration is given to displaced homemakers, single parent women, and disadvantaged and minority women. The intake form developed by the National Displaced Homemaker Association was followed. Seventy-one percent of the students were single parents; fifty-seven percent were from the minority population. All participants met the economically disadvantaged criteria.

1994 - 1995 PROJECT YEAR OBJECTIVES:

1. To increase female enrollments in nontraditional vocational educational and applied technology programs by 40% through recruitment and advising activities.
2. To provide support services such as child care, transportation, counseling, career guidance and instructional materials and supplies to at least fifteen eligible students, and to achieve a retention rate of at least 85%.
3. To place 80% of participants in training related employment or continued education.

OBJECTIVE ONE

To increase female enrollments in nontraditional vocational educational and applied technology programs by 40% through recruitment and advising activities.

Twenty-one students were identified and enrolled in the program. Sixty-seven percent (67%) of the incoming class were single parents; fifty-seven percent (57%) were minority. Seven students (33%) were AFDC recipients.

Recruiting efforts included development of a brochure, distribution of flyers and networking with agencies and WIST supporters. Prior to enrollment each participant was assessed and advised by a counselor in the NLC Adult Center.

OBJECTIVE ONE, cont.

The assessment included the math and reading assessment from the testing center. Counseling sessions were provided as needed by counseling associates throughout the program.

Career seminars were included in the fall and spring (see attached). Multiple services of the Adult Center including noon seminars, career development, counseling, and support groups were used to encourage participant retention. In addition to the services of the Adult Center, students utilized the North Lake College Job Placement Center. Students attended the annual career fair which included workshops on resume writing, networking, and career exploration.

An Advisory Council and Mentors were developed from area professional women in nontraditional careers. The Advisory Council included business owners and representatives from the Building Owners and Management Association, Associated Builders and Contractors, U.S. Department of Labor Women's Bureau, and Texas Department of Human Services.

Thirteen students completed all course requirements and received certificates of completion. Each of these received a fully equipped tool belt on graduation. One student did not complete all of the course requirements. Arrangements have been made with the course instructor for her to complete the necessary work. Seven students either failed to attend class or dropped the program prior to the first exam. Of the seven, two students dropped because they were pregnant; one, depression; and one, major surgery. Three students were forced to withdraw to seek employment.

OBJECTIVE TWO

To provide support services such as child care, transportation, counseling, career guidance and instructional materials and supplies to at least fifteen eligible students, and to achieve a retention rate of at least 85%.

All WIST participants received either bus passes or a transportation subsidy based on mileage traveled to and from North Lake College. Child care was used as needed. Textbooks and workbooks were furnished for technical training, math and English components. The physical fitness program included handouts on nutrition and health. Textbooks for credit classes were provided through a combination of purchase and the Adult Center book loan program.

The Automated Office Skills (AOS) and WIST programs jointly organized a thrift shop, The Unique Boutique. North Lake College faculty and staff donated clothing for this project. Participants from both programs were able to select needed clothes for work, leisure and families.

Students were assigned mentors from women who worked in the construction field adding an important linkage with the community and helping to keep motivation high. Two women from previous WIST programs served as mentors for this class.

All students completed applications for financial aid so that they were eligible to pursue further education and training opportunities.

OBJECTIVE TWO, cont.

The National Association of Women in Construction provided scholarships for two students to enter apprenticeship training with the Associated Builders and Contractors. Both students successfully attended classes for WIST and ABC.

OBJECTIVE THREE

To place 80% of participants in training related employment or continued education.

Program participants received training using components from existing college technical programs (construction technology, electrical technology, plumbing and pipefitting, air conditioning and refrigeration). Hands-on labs were developed for all modules. This component was market driven to produce students who would be in demand by the hiring authorities upon completion of the program.

Students also attended classes in math, English and physical fitness. The math component was taught in the computer labs enabling the instructor to offer a personalized course for each student. Examples and problems were taken from the construction industry. English focused on technical manuals and job related needs.

At the end of the training program, students participated in a major field project. For the second year, WIST students were invited to remodel a home for battered and abused teenage women. The Episcopalian-operated home, "Our Friends' Place," furnished all supplies needed for the project. Students were able to apply their classroom experience to an on-the-job experience; they were also given a sense of community service through interactions with the teenagers living in the home. One of the WIST students was permitted to share her abusive experiences with the teenage group sessions. All who worked on the project were awarded special certificates of recognition by "Our Friends' Place."

Thirteen students received certificates of completion. Graduates completed all course modules, a field project and internship. After completing this program, participants have enrolled in an appropriate technology program for college credit, entered an apprenticeship, taken a skilled trade job, or remain undecided and looking. Four students have moved out of the Dallas/Fort Worth area making follow up and tracking difficult.

- Eighty-one percent of the 1994-1995 class is either working in a trade or enrolled in technology classes at North Lake College. Only one person is unemployed and confined at home with a new baby.
- Three entered apprenticeship training; two are pending apprenticeship programs, HVAC and plumbing.
- One student took additional training in heavy equipment operation through Texas Engineering Extension Service (TEEX).
- Six students have successfully completed thirty-three hours in technical classes for credit.

OBJECTIVE THREE, cont.

- Twenty-seven hours were funded through private sector donations; six through Pell Grants.
- Four students plan to continue classes in the fall semester.

DID YOU KNOW?

1. The United States Department of Labor defines women's nontraditional occupations as those in which 25% or less of the workers are women.
2. Technology has had a profound effect on the workplace over the past several years. All indications point to its continual importance on industry and occupational employment in the coming years.
3. Women are expected to make up about 45% of the Texas labor force by 1995.
4. Workforce 2000 indicates that the majority of new entrants into the workforce will be women and minorities.

HOW DO I GET STARTED?

Call North Lake College
Returning Adult Center
659-5373

Set up an appointment or stop by the Center Office. The counseling staff is ready to assist you. Only a limited number of students will be accepted into the program so don't delay.

7

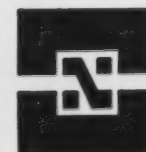
WIST
North Lake College
Returning Adult Center
5001 N. MacArthur Blvd.
Irving, Tx. 75038-3899

North Lake College

Returning Adults Center

WIST

Women In Skilled Trades
Developing Women for
Technical Careers



Fall 1994₈

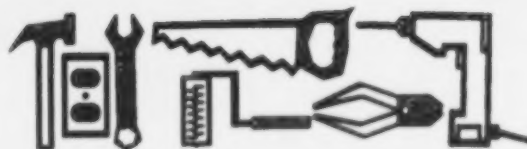
WHAT IS WIST?

Women In Skilled Trades (WIST) is a sixteen week program designed to provide women with training in building maintenance and repair. Students will learn the basics in electrical, plumbing, pools, air conditioning/heating and interior finish-out. Following a four week internship, students will work with a placement specialist for immediate employment.

WIST is a human investment program aimed at assisting low income women, primarily women who are single parent heads of households, displaced homemakers and single pregnant women. WIST women have a desire to become economically independent by choosing a nontraditional career. WIST offers Self-Investment, Basic Survival Skills and Technical Preparation. Classes will begin September 1994, and extend through February, 1995.

**IF YOU INVEST IN YOURSELF,
WIST WILL INVEST IN
YOU!**

Funded by Texas Higher Education Coordinating Board



COULD I SUCCEED IN A TECHNICAL CAREER?

Respond to the following statements as honestly as possible:

1. I can usually carry/build/fix things myself.
2. I enjoy making things myself.
3. I don't mind getting my hands dirty.
4. I'd rather be on my own doing practical hands-on activities.
5. I like to buy sensible things that I can make or work on myself.

If you answered "yes" to the majority of these statements, then the possibilities are that you would enjoy a technical career. Job opportunities for women in the technical field are expanding and salaries are above average.

WIST will work with you by building your self-confidence and by reinforcing your commitment to a better future.

Educational and employment opportunities are offered by North Lake College and the Dallas County Community College District without regard to race, color, age, national origin, religion, sex or handicap.

WHAT WILL IT COST?

The WIST program is free to all women who qualify. Textbooks and laboratory supplies are provided. In addition, students receive a fully equipped tool belt on graduation. Your investment is your time, determination and commitment for a bright, successful future.

WIST SERVICES AVAILABLE TO YOU:

Job Information

"Hands-on" Training

Internship

Mentoring

Child Care

Transportation Assistance

Career Planning

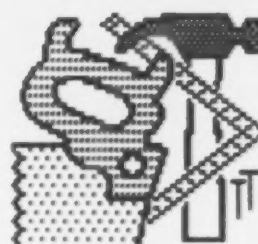
Tutoring

Supportive instructors who want you to succeed

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Returning Adults Center
5001 N. MacArthur Blvd.
Irving, Texas 75038-3899
Phone: 659-5373



WOMEN IN



SKILLED TRADES

BUILDING MAINTENANCE & REPAIR
TRAINING PROGRAM

ELECTRICAL

PLUMBING

HEATING/AIR CONDITIONING

INTERIOR/EXTERIOR FINISH OUT

WALLPAPER INSTALLATION

Begins September 12, 1994

FREE IF QUALIFIED

CHILD CARE & TRANSPORTATION ASSISTANCE

Student	Safety	Plumbing	Pools	Electrical	Appliances	HVAC	Int. & Ext.	FINAL
Bejarno, Yatheda	82	85	88	75	88	110	90	613
Brown, Villa Marie	94	76	73	95	90	100	88	616
Collie, Terri L.	100	93	98	100	100	100	100	691
Crockhom, Mary L.	97	96	93	100	98	100	99	683
Estes, Ricanna	100	98	95	100	100	100	100	693
Ferguson, Linda	85	91	78	83	88	100	82	607
Gerlach, Dianna R.	100							
Grimes, Renee	82	87	88	73	98	100	100	628
Hernandez, Jane	97	97	98	100	97	100	100	689
Howard, Vicki	100							
Kelly, Brandi	94	94	90	93	93	100	95	659
Littlejohn, Chantelle	97	100	98	100	100	100	100	695
Moxley, Marilyn	97	94	88	100	98	100	95	672
Preston, Mary	100	84		50				
Rudolph, Julie	91							
Traylor, Geroganna	97	97	83	95	98	100	100	670
Williams, Symphonie	91	76	65	88	73	75	93	561
Cohen, Farideh	91	91	93	100	100	100	100	675

490 required for a passing grade

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*Apprenticeship/Internship

**WOMEN IN SKILLED TRADES
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Austin, TX 78711

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North Lake College
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Irving, Texas 75038
214/659-5108
FAX 659-5219

Jane B. Hanna
Director of Education
Associated Builders and Contractors, Inc.
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Irving, Texas 75038
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FAX 570-4799

Joe Marchant
Executive Director
BOMA
1717 Main Street, Suite 2210, LB 9
Dallas, Texas 75201
214/744-9020
FAX 741-6618

Gene Marshall
Texas Department of Human Services
440 S. Nursery
Irving, Texas 75060
214/579-3080
FAX

JoAnn Nichols
Desert Steel Company, Inc.
P.O. Box 331046
Fort Worth, Texas 76163
3624 Kim Drive
Irving, Texas 75061
214/790-7975
FAX 790-8563

Judy Rentfro
Property Tax Solutions, Inc.
11309 Coral Hills Drive
Dallas, Texas 75229
214/352-2498
FAX 352-1768

Karen Rott
Women in Skilled Trades Program
North Lake College
5001 N. MacArthur Blvd.
Irving, Texas 75038
214/659-5373
FAX 659-5219

Evelyn Smith
Women's Bureau
U.S. Department of Labor
525 Griffin Street, Suite 731
Dallas, 75202-5007
214/767-6985
FAX

Evelyn Van Dyke
Intercom Incorporated
1625 Crescent Circle, Suite 220
Carrollton, Texas 75006
214/245-7799
FAX 245-7954

WIST: Women In Skilled Trades 1994-1995 Resources

Associated Builders and Contractors, Inc.

The Associated General Contractors of Texas

American Subcontractors Association
North Texas Chapter

Brighter Tomorrows

City of Dallas

Crossroads Ministries

Dallas CAN Academy

Dallas Fort Worth Minority Business Council

Dallas Housing Authority

Dallas Housing Crisis Center

FAITH Incorporated

Family Outreach of Irving

Family Self Sufficiency

Greater Dallas Community of Churches Interfaith Job Search Council

Holiday Helpers

Irving CARES

Irving Chamber of Commerce

Irving Youth & Family Counseling Services

New Tomorrows

Northgate United Methodist Church

Salvation Army

Texas Dept. of Human Services

Texas Employment Commission

Trinity Ministry to the Poor

U.S. Dept. Labor

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- B. How the Texas Employment Commission Can Work for You
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Carrollton, TX 75006
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- C. Human Resource Professionals
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Abbott Laboratories
Diagnostic Division
1921 Hurd Drive
Irving, TX 75038
214/518-7337

Robert Holloway
GTE Central
P.O. Box 152013, TXD1931H
Irving, TX 75015-2013
214/717-7700

Sylvia Roberts
Sr. Human Resource Representative
Liberty Mutual
2100 Walnut Hill Lane
Irving, TX 75038-4493
214/550-7899, X2335

Laverne Slaughter
City of Garland
Personnel Department
P.O. Box 469002
203 N. 5th Street
Garland, TX 75046-9002
214/205-2491

ANYTHING IS POSSIBLE !

A NOT-SO-TRADITIONAL CAREER SERIES for WOMEN

***F
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E
E***

A DIALOGUE WITH SUCCESSFUL WOMEN IN NON-TRADITIONAL CAREERS

Friday, October 14
9:30-11:30 a.m.
Room K216

A WORKING WOMAN'S GUIDE TO HER RIGHTS

Friday, October 21
9:30-11:30 a.m.
Room K216

WOMEN ON THE MOVE: A TOUR OF TECHNICAL OCCUPATIONAL PROGRAMS AT NLC

Friday, October 28
9:30-11:30 a.m.
Room T206

***F
R
E
E***

***To Register Call (214) 659-5373
Returning Adult Center***

A NOT-SO-TRADITIONAL CAREER SERIES FOR WOMEN
Anything in Possible!
FALL, 1994

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Copper Canyon, TX 75067
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Vickie Fomby
Southwestern Bell Telephone Company
1808 Sandcastle Trail
Mesquite, TX 75149
288-7688

Denise Herron
% Laverne Slaughter
City of Garland
Personnel Department
P.O. Box 469002
Garland, TX 75046-9002
205-2475

Jody Oberly
Jody Lynn Oberly Construction Company
2701 Fondren, Suites 140-141
Dallas, TX 75206
369-7673

Lus Page
2405 Adams Ct.
Irving, TX 75061
986-1240

Catherine Smith
Tempo Mechanical
P.O. Box 819060
Dallas, TX 75381-9060
888-9300

A WORKING WOMAN'S GUIDE TO HER RIGHTS, Friday, October 21, 1994

Gloria J. Smith
E.E.O.C.
207 S. Houston Street
Dallas, Texas 75202
655-3376

WOMEN ON THE MOVE: A TOUR OF TECHNICAL OCCUPATIONAL
PROGRAMS AT NLC, Friday, October 28, 1994

Construction Technology, 9:30 - 10:15

Larry Blevins

641-2544

659-5331

Electronic Technology, 10:15 - 11:00

Robert Burns

817/283-2725

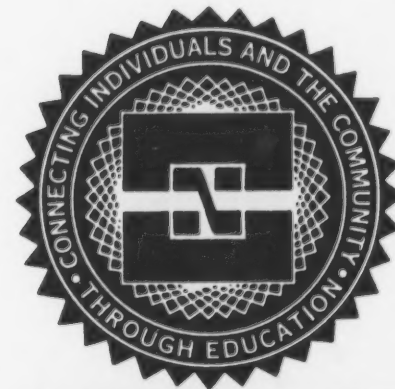
659-5361

Video Technology, 11:00 - 11:45

Lynn Franklin

659-5351

WOMEN IN SKILLED TRADES



**NORTH LAKE
COLLEGE**

GRADUATION EXERCISES

Irving, Texas
Monday, March Sixth
Nineteen Hundred Ninety-Five

ADVISORY COUNCIL

Anna Auvenshine
Texas Higher Education Coordinating Board
Dr. Yvonne Abatso
Adult Center North Lake College
Candice Castillo
Resource Development North Lake College
Jane B. Hanna
Associated Builders and Contractors, Inc.
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City of Grand Prairie
Davron, Inc.
Paul Nicholson CAMT
TDMechanical

SPECIAL THANKS TO OUR FRIENDS' PLACE

Sponsors of the WIST Field Project

PROGRAM

Welcome and Introductions	Karen Rott
WIST Program	Students
Graduation Address	Sally Hall Regional Director Bureau of Apprenticeship and Training U.S. Dept. Labor
Special Recognition	Sue Thiers Our Friends' Place
Presentation of Awards	Paul Nicholson
Presentation of Certificates	Paul Nicholson

WOMEN IN SKILLED TRADES CLASS OF 1994-1995

Yadhira Bejarano	Jane Hernandez
Vila M. Brown	Brandi Kelly
Terri L. Collic	Chantelle Littlejohn
Mary L. Crockhom	Marilyn Moxley
Ricanna Estes	Georganna Traylor
Linda Ferguson	Symphonie Williams
Renee Grimes	

Farideh Cohen, Student Assistant

NORTH LAKE COLLEGE

requests the honor of your presence

at the Graduation Exercises

for the Women in Skilled Trades

on Monday, the sixth of March

nineteen hundred and ninety-five

at seven o'clock in the evening

Room P302

Reception immediately following



The Dallas County Community College District

North Lake College

This certifies that

Mary Preston

has satisfactorily completed the requirements of the

WOMEN IN SKILLED TRADES PROGRAM

awarded the sixth day of March, 1995

Eponne Gbatso *Paul Nielsen* *CAIT*
CENTER FOR RETURNING ADULTS INSTRUCTOR

30

THE NAWIC FACE

For Today's Woman in Construction

Volume 16

Number 6

April 1995



**See how one
chapter is making
a difference
through its
outreach to future
tradeswomen.**

page 4

► Recruitment Tips *page 10*

► Cool Crew Calendar

► The Future

Reach Out And Make a Difference

Here is how one chapter is changing the lives of disadvantaged women. Let its story inspire you to get involved in your community to make a difference through a precious resource: education.

RICI ESTES wanted help. The 38-year-old mother of four had just ended her fourth abusive relationship last summer. She had had minimal success with kicking a bad drug habit. She lived with her mother and children in an apartment in Irving, Texas, just outside of Dallas. Since she had always worked as a homemaker, Estes had no skills or training that would let her earn a decent income for her family.

Feeling depressed, she opened the Irving paper one day and read an article about the Women in the Skilled Trades (WIST) training program at nearby North Lake Community College. Estes decided to call and find out about the program and reached its director, Karen Rott.

"When I called Karen, I was crying," Estes recalls of her plea to get her life on track. After an extensive interview process, she enrolled in the seven-month program that begins each September. She was on her way to getting the skills needed for a job that would not only support her children but set a good example for them.

Estes' success-in-the-making story is one of many that the Dallas, Texas, chapter has witnessed. Maybe that is why the chapter decided to fund scholarships to participants in WIST who planned to enter apprenticeship programs.

Evelyn Van Dyke is an active member of the Dallas chapter and served on the WIST advisory board. She says, "Everyone is aware that our industry is currently experiencing a major shortage of trained personnel

entering the trades, and too often scholarships are given only for the four-year college programs, not for four-year apprenticeship programs."

Rott says that not only has the Dallas chapter provided scholarships, but both the Dallas and Fort Worth chapters have sent members to speak to WIST participants and initiated placement opportunities.

Rott, who has been the program's director since its inception in 1990, says that one of WIST's strengths is its thoroughness. Women attend classes that cover topics such as safety, electricity and plumbing and receive hands-on experience in labs. WIST uses internships as an important way to educate participants about various careers in construction. Women also receive time management lessons along with English and math instruction. Since many trade occupations require upper body strength, there is even a weight room to help participants get into shape. Estes, who plans to become a city inspector, graduated from WIST last month and is enrolled in the electrical apprenticeship program. She concentrated on developing her upper body strength with the help of a trainer.

Estes almost abandoned the

apprenticeship training because the men in the classroom—who towered over her 4'10", 100-pound frame—intimidated her.

"I walked into the class, and the men looked at me like, 'What are you doing here.' I would have bolted if it wasn't for my teacher, Mr. Nicholson," Estes says. "He told me, 'Nothing in your past should prevent you from succeeding now.'"

And succeed she did. After scoring the only 100 percent on the first test, she knew she had proved to her male classmates that she was serious about becoming an electrician. Her classroom success, though, did not quell all opposition.

"There was some resentment because one of the guys [in the class] said to me, 'Just because you're a woman, you'll probably get hired for a job over me,'" she recalls. "I realized then that I need to be better than him and really prove myself."

Estes worked hard, locking herself in her room to study for at least three hours every day. Her time management lessons kicked in, and she realized that her rigorous schedule of attending classes and taking care of her children, required her to organize her schedule better. Besides setting aside time for study, she reserved time to spend with each of her children, who ranged in age from eight to 18.

Rott says that Estes' situation is typical of the other women enrolled in WIST. Of the 14 women who graduated from WIST last month, most of them entered the program with low self-esteem and self-worth. Many of the women are single parents who receive government assistance or work part-time jobs.

It is the purpose of WIST to not

only educate and train low-income women, but also to help them build up their life by giving them the skills necessary to succeed. "These women live on the skinny edge," Rott explains.

Since the participants face so many setbacks, WIST tries to help them by providing child care, transportation and counseling services. WIST receives funding from the Texas Board of Higher Education through a grant from Carl Perkins. The program is entirely free of charge to the participants, who must go through a careful screening process before they qualify.

Rott admits that the hardest part of WIST is recruitment. She visits churches, women's groups, teen pregnancy programs and works with the Texas Dept. of Human Services to publicize the career opportunities available with non-traditional occupations. When Rott speaks to groups, she finds that most women have



done in schools. We must emphasize math and science for girls," she says.

What can NAWIC chapters do to help women enter the trades? Van Dyke shares suggestions that have worked for the Dallas chapter.

"Women venturing into a trade career are in great need of mentors,

small amount of time is necessary to help tradeswomen or programs such as WIST.

"The exciting thing to me is that we have a woman who after a semester in apprenticeship training is now working for a major contractor, and the contractor is assuming the rest of

Women venturing into trade careers are in great need of mentors, and a NAWIC chapter has a powerful network base to meet this need ..."

never thought of a career in a non-traditional occupation as an option for them. Some women would say, "This is what I always wanted to do," but they would be discouraged by parents or counselors. Rott strongly believes that interest in non-traditional careers needs to start with younger women. "There's a lot of prejudice out there, and we have work that needs to be

and a NAWIC chapter has a powerful network base to meet this need," she says. "I am sure there are programs similar to WIST all across the country. There is no need to reinvent a program. Chapters should just be available to support those programs already operating. Make some phone calls and broaden your horizon."

Van Dyke emphasizes that only a

the apprenticeship training costs. This means that we are now able to start another woman into the apprenticeship program with funds originally set aside for the first recipient. If we have that success with one woman, just think of the impact NAWIC would make across the country ..."

Van Dyke says.

If a chapter or member still needs



encouragement to assist with a program such as WIST, let success stories like Estes inspire you. Estes is continuing to lay the foundation for a career that she would not otherwise have known had it not been for WIST. She plans to go to summer school this summer so she can finish up her apprenticeship training a semester early. Her long-term goal is to become a master electrician.

Estes has not only found academic success in the classroom, but she says she has made some good friends through WIST.

"When I left my life of drugs, I lost all my friends because they were all

drug users. I have made some great friends here. There's a group of us and we made plans to meet once a year."

What is the most gratifying part of Estes' success story? Perhaps it is the pride and self-esteem that she has gained. "The program is really encouraging because it helps you believe that you can do it." ♦

—LPO

Photos courtesy of Karen Rott, WIST.

Member to Member

The Yellow Pages directory is more than just a chunky book that you pull out when you want to order take-out. It is one of the most important recruiting tools around. Here is how to use it to get more members.

By Vickey Corigliano

HOW DO YOU GET more members to join NAWIC and your chapter? In this article, I can tell you what works for me, but in future articles I will share with you what works for others who have also had success with recruiting.

First, find the Yellow Pages directory. Pick a construction trade in the directory (i.e., plumbing, roofing, remodeling) and call some of the businesses listed under the trade. Get the name(s) of a woman who works there. Most women answer the phone and say their name. I confirm their

address and get a fax number as well.

✓A week before our monthly chapter meeting, I send a fax to the prospect inviting her to the meeting and providing her information about NAWIC. Fact sheets or brochures work well for this purpose. I usually mention in the fax that someone referred me to her thinking that she would make a good candidate for membership.

✓Three days before the meeting, I call and make sure she received my fax and pump her up about NAWIC. During the phone call, I try to determine what her interests are and tell

her about an aspect of NAWIC that meets her interest by asking questions. For instance, if she is interested in gaining more business contacts for her company, tell her about the great networking opportunities NAWIC offers. You could also share what you find enjoyable about NAWIC.

✓Before I finish up the phone call, I try to give her a good overview of NAWIC by mentioning all of the great benefits of membership such as convention, regional meetings, Block Kids, educational opportunities and

anything else you can think of. Do not forget to mention some of the more intangible benefits to NAWIC such as making new friends and having a reliable support group.

As I have found, this method works well for me. If you do not have time to go through the various steps, get a partner and split the duties. Do not underestimate the importance of this phone call to a prospective member. You will usually be her first impression of the Association. Good luck! ♦



Vickey Corigliano is a member of the Manasota, Fla., chapter. She is a two-time winner of the NAWIC Founders' Trophy award. The Trophy recognizes an outstanding member who recruits the most members in a single year. Look for her column in future issues as she shares how to recruit more members into NAWIC.